

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Cinemas – Vizianagaram District – for Fixing of Rates of admission and Permission to Screen (5) shows per day in Three (3) Screens in NCS Multiplex, Vizianagaram - Orders – Issued

HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No.147

Dated: 22- 06-2013

Read the following:-

1. From the Joint Collector, Vizianagaram District, Lr.Rc.No. 852/2012/C1, Dated: 23.05-2013.
2. Representation from the Authorized Signatory, M/s. NCS Multiplex Complex, dt.22-05-2013
3. From the Revenue Divisional Officer, Vizianagaram District, Rc.No.159/2013 H, Dt : 28-01-2013

ORDER:

In the reference 1st read above, the Joint Collector, Vizianagaram District in his letter dated: 23.5.2013 has stated that the Sri. N. Srinivas, Director, NCS Multiplex Theatre, besides Thotapalem Road, Vizianagaram District has submitted an application dt.13-05-13 and has requested to issue B- Form License for the NCS Multiplex theatre. As per the provision of G.O.Ms.No.100, Home (Genl. A) Department Dt. 26-04-2013, the B-Form Licence has been issued by the Joint Collector, Vizianagaram vide proceedings dated: 12-05-2013.

2. The Authorized Signatory, Ambica Infra Ventures Private Limited, has stated that they have granted to Inox Leisure Ltd., a company having its corporate office, Mumbai, the right to conduct and operate the said Multiplex.

3. The DG, Fire Services vide Rc.No. 4021/MSB/VZM/2012, Dt:29.12.2012, has issued No Objection Certificate for Occupancy to the existing Multi-storeyed Building of Ambica Infra Venture Pvt., Ltd, T.S.No.683/1, Balaji Complex, Vizianagaram , with cellar + sub cellar + ground + 4 upper floors with a height of 20.95 metres for Multiplex Occupancy (D6), subject to the provision of Fire Safety measures mentioned therein.

4. The Authorized Signatory, M/s. NCS Multiplex, Vizianagaram has also furnished the NOCs of the concerned Departments as below:

- (i) Occupancy Certificate from the V.C, Vishakhapatnam Urban Development Authority, No.Roc.195/2005/PMU, Dt: 18.04.2013
- (ii) NOC from Deputy Electrical Inspector Dt: 17.01.2013 Lr. Nos.62,63 & 64/Dy. E.I/CP/CT/12, dt.17-01-2013.
- (iii) NOC from Road & Buildings Dept., Lr. No. 268/Cinema Halls/D2/2012, Dt: 09.01.2013
- (iv) NOC from District Medical & Health Officer, Vizianagaram Dist. Lr. No. 2366/D&O/DMHO/12, Dt:10.01.2013.
- (v) NOC from District Fire Officer, Vizianagaram, Lr.Rc.No.1105/A1/2012, Dt:09.01.2013.
- (vi) NOC from Revenue Divisional Officer, Vizianagaram, Lr.Rc.No.159/2013 H, dt.27-04-2013.
- (vii) NOC from Superintendent of Police (Traffic) Vizianagaram, Rc.No.130/61/2013, dt. 09-02-2013.
- (viii) NOC from Commissioner, Vizianagaram Municipal Municipality , Lr. No.Roc.3624/2012/G1, Dt: 29.01.2013.

5. The above officials have submitted their inspection reports/NOCs to the District Collector, Vizianagaram and recommended for issue of “Form-B” License.

6. In view of the above the reports/NOCs of the Inspecting Officers, the Joint Collector and Licensing Authority, Vizianagaram District, vide Proceeding No.(M)Rc.No.852/2012/C1,Dated:12.05.2013 issued License for Cinematograph Exhibition in Form-B for the period of year from 12.05.2013 to 31.12.2013 for the three screens in NCS Multiplex, Vizianagaram.

7. The Joint Collector, Vizianagaram has further stated that the Authorized Signatory has requested to increase the ticket prices for all seats (798) in all three screens in the multiplex and give suitable orders for the pricing matrix(rate of admission) in the three auditoriums as given below:

Pricing Matrix Requested				
Auditoriums	Class	No.of seats	Rate of admission 2D Movies	Rate of admission 3D Movies
Screen-1	Executive	318	150	200
Screen -2	Executive	264	150	200
Screen- 3	Executive	216	150	200

8. The Joint Collector, Vizianagaram District has stated that the Management of NCS Multiplex, Vizianagaram was accorded the rate of admission for all three screens at Rs.55/- for Executive Class, leaving two rows to the common class at Rs.10/-, vide proceedings dated: 12-05-2013. He has further stated that since the request of the applicant with regard to enhancement of rate of admission is not under the purview of the Licensing Authority as per the Cinematography Act, and the A.P. Cinemas (Regulation) Rules, 1970, the application of the Director of M/s. NCS Multiplex, Ltd is forwarded to the Government for necessary action.

9. In the reference 3rd cited, the Revenue Divisional Officer has stated that Visakhapatnam and Vizianagaram districts are adjacent to each other. The Government of A.P. have already permitted admission rates of Executive Classes in all the Screens of similar Multiplexes in Visakhapatnam (GVMC) purview @ Rs. 100/- in respect of normal theatres also. Furthermore, the rates of admissions in the theaters in Visakhapatnam city (GVMC) are higher than the rates of admissions in the theatres in Vizianagaram Municipality. In view of these circumstances, the rates of admission in Vizianagaram Municipality should not be equal to or higher than the rates of admission in Multiplexes existing in Visakhapatnam.

10. The Revenue Divisional Officer, Vizianagaram has suggested the rate of admission at Rs.75/- for 2D movies and Rs.100/- for 3D movies to the proposed Multiplex in Vizianagaram.

11. Government, after careful examination of the matter, in exercise of the powers conferred under section 12 of A.P Cinemas (Regulation) Act, 1955 and clause(c) of sub-rule (3) of rule 11(B) of Andhra Pradesh Cinemas (Regulation) Rules, 1970, Government hereby treat the total number of seats in three (3) Screens as single class

and enhance the rates of admission to three (3) Screens in NCS Multiplex Complex, Vizianagaram as follows:-

			Existing rate of admission		Enhanced rate of admission	
Screen	Class	No. of seats	Executive	Common Class (first two rows)	2D Movies	3D Movies
Screen-1	Executive	318	55.00	10.00	75	100
Screen-2	Executive	264	55.00	10.00	75	100
Screen-3	Executive	216	55.00	10.00	75	100
TOTAL		798				

12. The Government also permits the Management to screen five (5) shows per day from 9.00 a.m to 1.00 a. m (after mid-night) in three (3) screens in relaxation of item No.43 of ‘B’ Form Licensing condition.

13. The enhancement of rates of admission granted at para (11) above is subject to the conditions laid down in Annexure-I being strictly fulfilled by the management. (Annexure-I is enclosed.)

14. The Collector & Licensing Authority, Vizianagaram District is requested to take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

PRABHAKAR D. THOMAS,
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The District Collector & Licensing
Authority, Vizianagaram District.
The Authorized Signatory,
M/s. NCS Multiplex Complex, Vizianagaram.
Copy to :-
P.S. to Minister for I&PR & Cinematography.
P.S. to Special Chief Secretary to Government,
Home Department.
SF/SCs

//FORWARDED :: BY ORDER//

SECTION OFFICER

ANNEXURE -I

CONDITIONS FOR MULTIPLEXES

- a. The CCTV system shall be maintained without any interruption.
- b. Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.
- c. The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

CONDITIONS FOR THEATRES AND MULTIPLEXES

- d. The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.
- e. All gangways, exits and treads of steps and stairways shall be maintained with non-slippery surfaces at all times.
- f. The corridors, area earmarked for lobby and parking for the use of cinegoers, should not be let out for any commercial or other purpose.
- g. No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.
- h. Emergency evacuation plan shall be drawn and got approved by the licensing authority within one month. (Uphaar Theatre- Hon'ble Supreme Court Directions)
- i. A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre – Hon'ble Supreme Court Directions).
- j. The staff/ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once in every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).
- k. While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions)
- l. The emergency department telephone nos. of nearest Hospitals, Police Station and Fire Department shall be displayed in every show.
- m. The Management should facilitate periodical inspection by the Fire Officer concerned.
- n. The Management should obtain insurance coverage for all the employees and audience/visitors/vendors.
- o. The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.

//FORWARDED :: BY ORDER//

SECTION OFFICER